KNOWLEDGE SHARING BEHAVIOR AMONGST ACADEMICIAN: A CASE STUDY OF UNIVERSITI TEKNOLOGI MARA KEDAH CAMPUS

BY:

SITI HAJJAR MOHD AMIN
HAZILA TIMAN
AZLYN AHMAD ZAWAWI

MEI 2012
Contents

1. Letter of Report Submission ......................................................... iii
2. Letter of Offer (Research Grant) .............................................. iv
3. Acknowledgements .................................................................. v
4. Enhanced Research Title and Objectives ................................... vi
5. Report .................................................................................. 1
   5.1 Proposed Executive Summary .................................... 1
   5.2 Enhanced Executive Summary .................................... 2
   5.3 Introduction ........................................................................ 3
      5.3.1 Background of Study ........................................ 3
      5.3.2 Research problem Statement .............................. 3
      5.3.3 Research Questions ........................................ 4
      5.3.4 Research Objectives ........................................ 4
      5.3.5 Research Conceptual Framework ..................... 4
      5.3.6 Research Significant ....................................... 4
      5.3.7 Limitations of Study ....................................... 4
      5.3.8 Definition of Concept .................................... 5
      5.3.9 Research Hypothesis ...................................... 5
   5.4 Brief Literature Review ................................................ 6
   5.5 Methodology ....................................................................... 10
      5.5.1 Introduction ................................................... 10
      5.5.2 Research Design ............................................ 10
      5.5.3 Unit of Analysis ............................................. 10
      5.5.4 Sample Size and Sampling Technique .................. 10
      5.5.5 Measurement / Instrument ................................ 10
      5.5.6 Data Collection and Analysis ........................... 11
      5.5.7 Conclusion ..................................................... 11
   5.6 Results and Discussion .................................................. 12
   5.7 Conclusion and Recommendation .................................... 18
   5.8 References/Bibliography ................................................ 20
6. Research Outcomes .................................................................. 22
7. Appendix .................................................................................. 23
1. Letter of Report Submission

Tarih : 31 MEI 2012

Ketua Penyelidik (Sains dan Teknologi)
Institut Pengurusan Penyelidikan (RMI)
UiTM Shah Alam

Tuan,

LAPORAN AKHIR PENYELIDIKAN 'KNOWLEDGE SHARING BEHAVIOR AMONGST ACADEMICIAN: A STUDY OF UNIVERSITI TEKNOLOGI MARA KEDAH CAMPUS'

Merujuk kepada perkara di atas, bersama-sama ini disertakan 3 (tiga) naskah Laporan Akhir Penyelidikan bertajuk 'Knowledge Sharing Behavior Amongst Academician: A Study Of Universiti Teknologi Mara Kedah Campus' oleh kumpulan penyelidik dari UiTM Kedah untuk makluman pihak tuan.

Sekian, terima kasih.

Yang benar,

SITI HAJAR MOHD AMIN
Ketua
Projek Penyelidikan
5. Report

5.1 Proposed Executive Summary

Due to the changing business environment today, organizations are facing challenges of global competitiveness. Thus, organizations need to be able to manage highly distributed diversified knowledge. Sharing knowledge is an important aspect of most modern organization. University governance is not immune from the impacts of this environmental flux; indeed, the ability of higher education institutions to adapt to their contexts is cited as critical to their continuing relevance and effectiveness in contemporary settings (Teodorescu 2006).

Universities are creators of new knowledge via research and education (Scott 1997; Sizer 2001), but it should not be forgotten that Universities are organizations which will need to utilize knowledge to develop competitive advantage as any other business entity would need to do (Cutcher-Gershenfeld 1998; Nonaka, Toyama and Nagata 2000). Understanding the concept of knowledge has become a dilemma due to the lack of theories on the subject (Willem, 2003). This is mainly due to its intangible nature, which makes it very difficult to quantify. Thus, organizations may find it difficult to manage knowledge effectively.

The objectives of this research is to identifying the factors influencing knowledge sharing among academicians and to identify the most dominant factor in knowledge sharing behaviour among academicians.
5.2 Enhanced Executive Summary

Due to the changing business environment, organizations are facing challenges of global competitiveness. Sharing knowledge is an important aspect of most modern organization. University governance is not immune from the impacts of this environmental fluctuation. Universities are creators of new knowledge through research and education but it should not be forgotten that Universities are organizations which will need to utilize knowledge to develop competitive advantage as any other business entity would need to do. This study examines the factors influencing knowledge sharing behavior amongst academicians, taking Universiti Teknologi Mara (UiTM), Kedah as a sample. The factors influencing knowledge sharing behavior include motivation to share knowledge, management support, information technological literacy and teamwork spirit. The result of correlation showed that there is a positive relationship on teamwork spirit and management support toward knowledge sharing behavior amongst academicians.